

# A Game-Based Multimedia Approach to Library Orientation

---

Nancy O'Hanlon  
Karen Diaz  
Fred Roecker

LOEX Conference  
San Diego, California, May 3-5, 2007



# Background

---

- Over 6,000 new OSU freshmen yearly.
- Summer orientation offered by the Office of First Year Experience (FYE).
- No Library orientation currently included

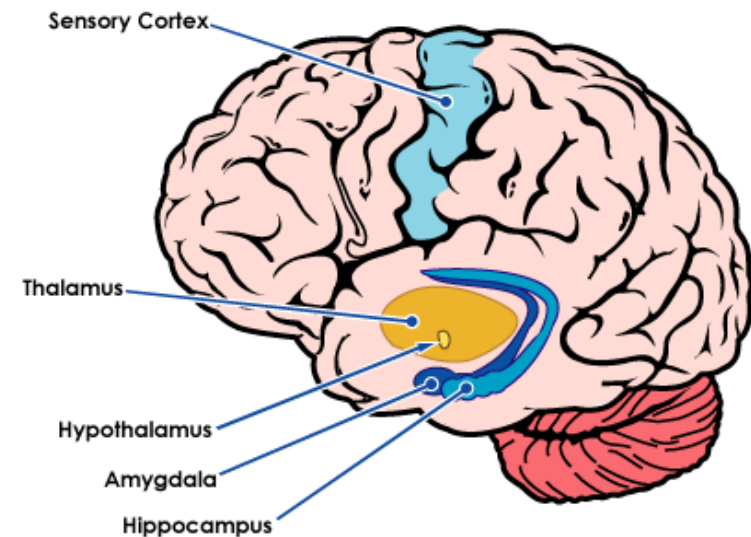


# Goals – OSU Administration

---

- Orientation to the Libraries, resources, and services
- Offered to all new students before first day of classes.
- Alleviate fears and encourage usage
- Available for families

Parts of the Brain Involved in Fear Response



# Project Design Team

---

- Instruction Office librarians – design, content
- Graduate Student – assessment/programmer
- Student – Programmer
- On- and Off-Campus Consultants



# Timetable

---



Survey students about library use/preferences

Explore different content/delivery methods

Discuss issues with experts

Conduct usability tests

Distribute to students Summer 2007

Assess impact on student perceptions





# Student Perceptions/Usage Survey

---

500 students from all colleges

Survey conducted four weeks into quarter

## Questions:

- Had intro to Libraries?
- Visited a library?
- Used resources?
- Comfort level?
- More info desired?
- Use orientation CD?



# Survey Results – re. Libraries

---

29% - had received a library introduction

60% - had visited an OSU library

Student Comments –

- Did not know what library resources are available
- Have difficulty finding what they need

# Survey Results – re. Orientation

---

Orientation CD should include:

- Locations of libraries
- Which library is closest to their dorm
- Short movies
- Digital stories
- Interactive games and puzzles



*\*\*May not be interested in using this CD\*\**



# First Thoughts

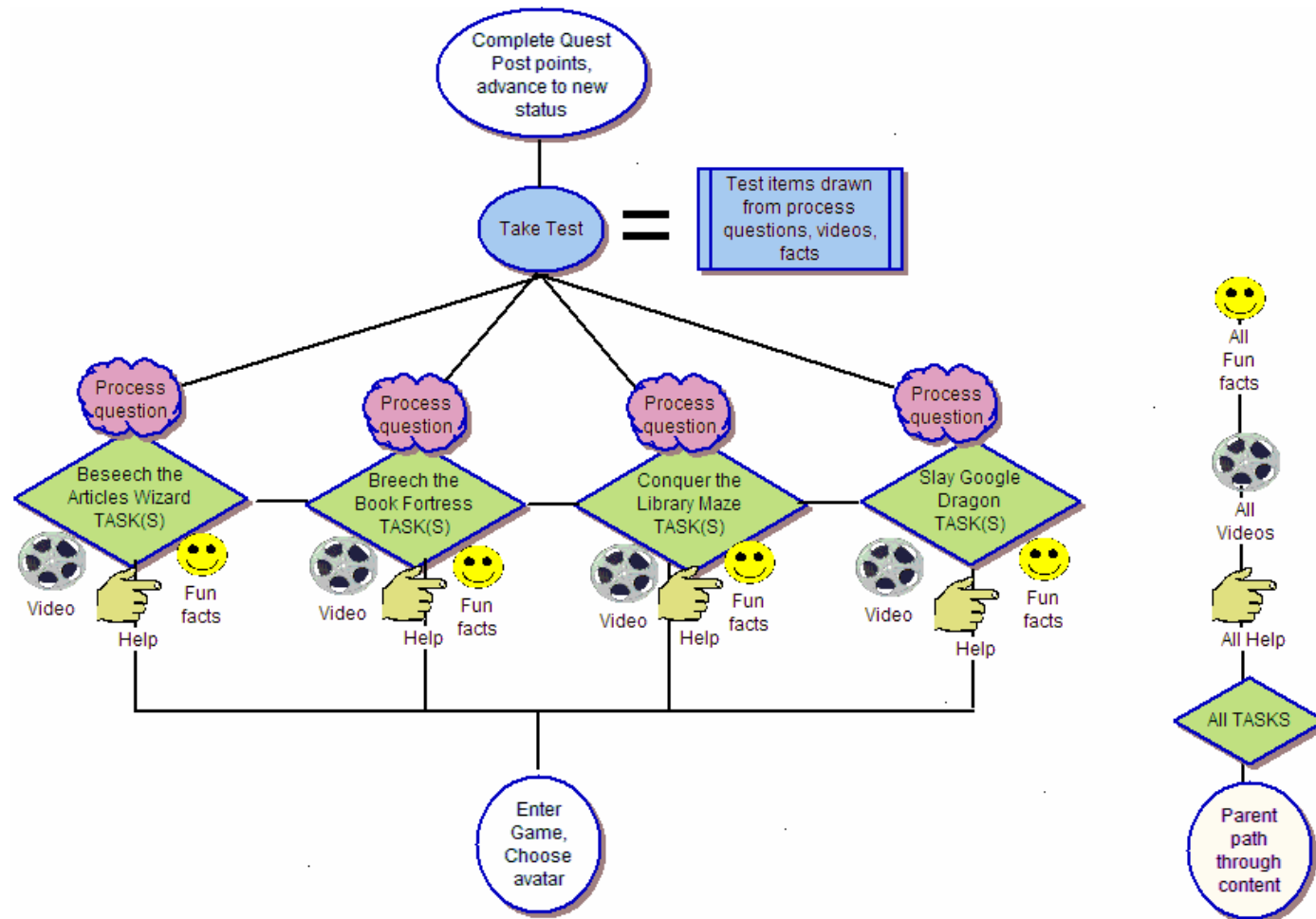
---

- **Goal:** provide basic information about the Libraries in an engaging format to inspire student use.
- **Objectives:** learn about resources (catalog, databases, advanced Google) through Quests.

With patience,  
freshmen, you will  
master the Quests!



# Four Quests



# Engage Me or Enrage Me!

---

- **Original plan:**  
Quests are too much like assignments.
- **New plan:**  
Refocus on orientation, casual games.

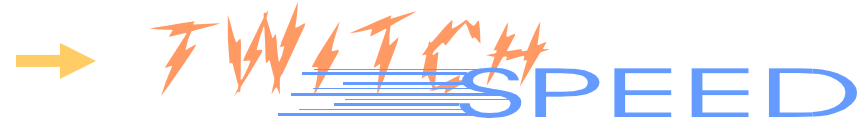


# Marc Prensky on Digital Natives

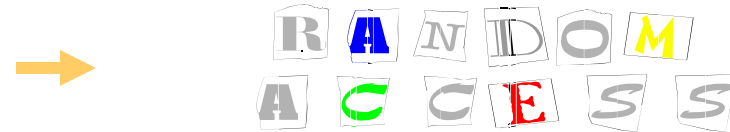
---



Conventional Speed



Step-by-Step



Linear Processing



Text First



Work-Oriented

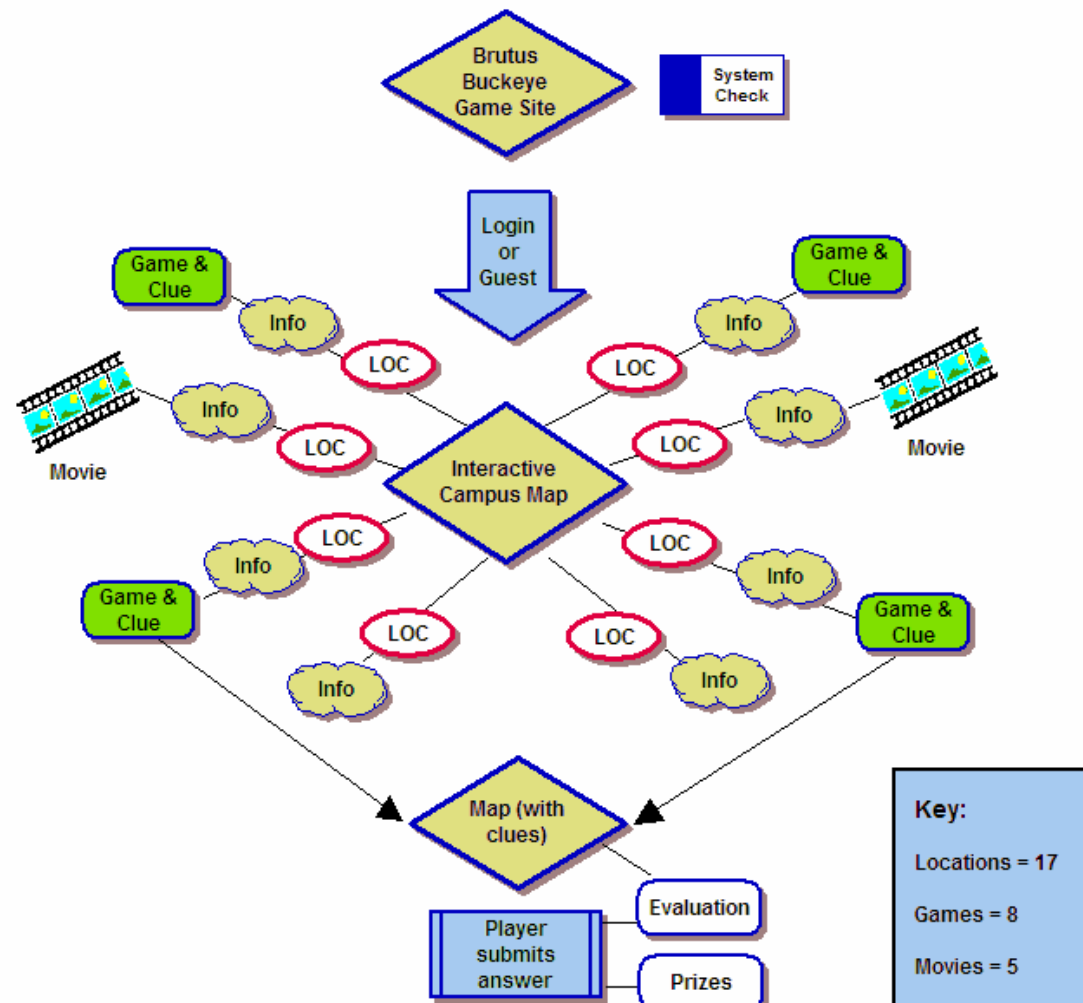


Stand-Alone



# Campus Map as Game Board

## Ohio State University Libraries: FYE Orientation Game



# Production Challenges

---

- Format
- Incentives
- Usability testing
- User tracking
- Project evaluation



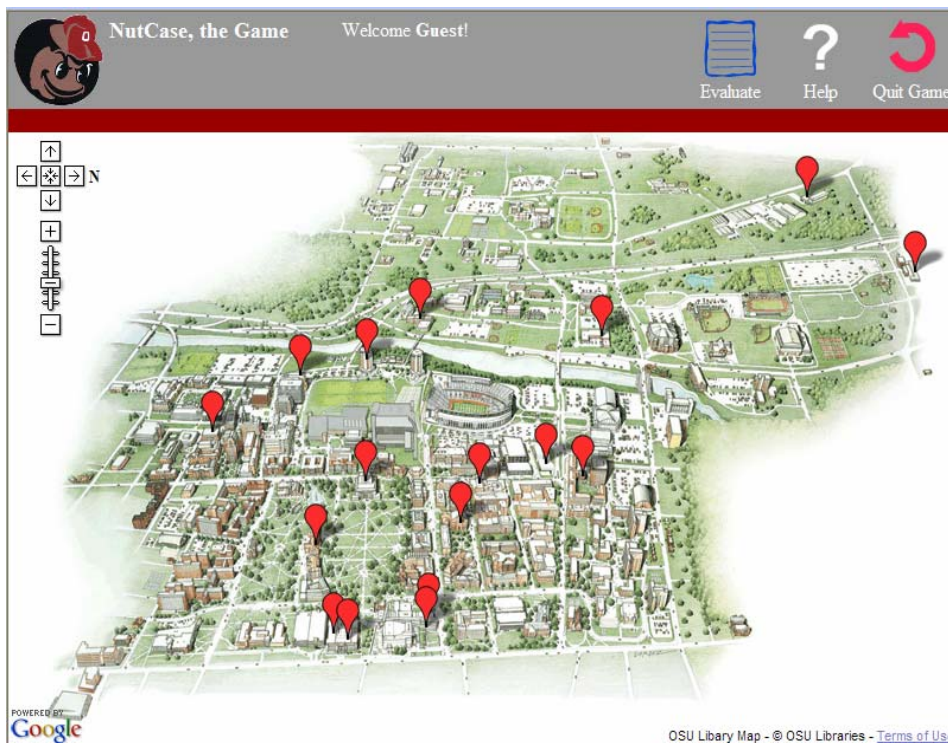
# The Game

---



A Demo of the game

# Is this Instruction?



- Discovery-based
- Multi-media
- Lots of Choice
- Orientation

# Is this Instruction?

---



Which do you think these students will learn the most from?

- A game
- Or....

# Is this Instruction?

---

